



FOR IMMEDIATE RELEASE

Contact:

Dave Hanaman

C3i

973-401-4677

dhanaman@c3i-inc.com

C3i Implements Siebel Pharma Analytics for Life Sciences Customers

San Diego, CA – October 8, 2003 – C3i, the market leader in customer management solutions for the life sciences industry, today announced at Siebel User Week 2003 that it has partnered with Siebel Systems, Inc. (NASDAQ: SEBL) to deploy Siebel Pharma Analytics to leading life sciences organizations. C3i's rapidly expanding Analytical Services group, which offers business analysis, operations research, design and implementation, and data services, is working with several clients to design, build, deploy and manage analytical environments based on Siebel Analytics business intelligence tools and applications.

Siebel Systems provides organizations with a proven set of industry-specific best practices, CRM applications software, and business processes, enabling corporations to sell to, market to, and serve customers across multiple channels and lines of business. Siebel Pharma Analytics provides pharmaceutical companies with role-based business intelligence tools to combine comprehensive physician profile and activity data, promotional activity data, campaigns and medical education events data with syndicated prescription and market share data to provide insight into sales and marketing activity.

Press Release

The transition from sales force automation (SFA) to true customer relationship management (CRM) in the life sciences industry continues to accelerate. The resulting increase in data volume and complexity being managed requires an integrated solution capable of rapidly analyzing customer data from multiple sources to produce and efficiently distribute actionable and timely business intelligence to key decision-makers.

"The success of a CRM environment relies heavily on robust analytical capabilities. Beginning in 2001, we recognized the strategic importance of integrating analytical services into our customer management offerings," commented Bob Piwko, Senior Vice President and General Manager of Professional Services and Strategic Accounts at C3i. "Today, with multiple Siebel Pharma Analytics projects underway, that investment is paying off. Our Analytical Services teams are helping pharmaceutical organizations deploy capabilities to effectively target physicians, optimally allocate sales resources, and powerfully position products in the minds of health care professionals."

C3i's Analytical Services group deploys teams of industry experts who have a deep understanding of pharmaceutical customer management processes, as well as the technical building blocks of a Siebel-based analytical CRM environment. C3i solution teams, with many years of experience delivering Siebel eBusiness Applications projects to life sciences companies, work with clients to define, deploy and integrate the technologies, processes and resources required to systematically collect, analyze and use customer knowledge in marketing and sales decision-making.

"Life sciences customers are quickly adopting analytical capabilities to improve decision making at every level of their organizations," said Matt Wallach, General Manager, Pharmaceuticals & Biotechnology, Siebel Life Sciences. "C3i worked closely with Siebel Systems to not only build the technical skills required to successfully implement Siebel Pharma Analytics, but also to gain the business knowledge needed to help our customers attain the maximum benefit from these initiatives."

"During the past ten years, C3i has become a dominant player in customer management services for the North American life sciences industry," stated Joel Morse, President and Co-Founder of C3i. "C3i continues to execute with its laser-beam focus on helping life

sciences organizations get the most out of their CRM programs. With that philosophy in mind, we have enhanced our consulting, systems integration, training, and support services with robust and tightly integrated analytical services. More importantly, our clients have started to realize the value of partnering with C3i to successfully transform their customer management programs from transactional CRM to analytical CRM."

About C3i

C3i is devoted to helping life sciences companies realize the potential of their investment in customer relationship management. Focusing on the full CRM solution, C3i provides business consulting, Siebel system implementation, training, end-user help desk, analytical services, hardware and logistics, asset management, and outsourced managed services. By combining these End-to-End services in a seamless solution, C3i delivers superior value to its clients. C3i is a Consulting Partner of Siebel Systems, Inc. C3i has facilities in New York, NY, Morristown, NJ, and Denville, NJ. For more information, please visit C3i's website at www.c3i-inc.com.

Siebel is a trademark of Siebel Systems, Inc. and may be registered in certain jurisdictions. All other product and company names mentioned are the property of their respective owners and are mentioned for identification purposes only.

Press Release